

<i>SERFF Tracking Number:</i>	<i>UHLC-127110867</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>48412</i>
<i>Company Tracking Number:</i>	<i>TV254ST WB (03/11)</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/TV254ST WB (03/11)</i>		

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127110867 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48412

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV254ST WB (03/11) State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Disposition Date: 04/12/2011

Date Submitted: 04/05/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: ADVERTISING

Project Number: TV254ST WB (03/11)

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 04/12/2011

State Status Changed: 04/12/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: TV254ST WB (03/11)

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. The attached advertisement is new and do not replace any material previously submitted to the Department.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Tammy Frederick

This Invitation to Inquire is a Medicare Supplement Advertisement. Please note that the component number will appear in the bottom left hand corner of the first screen in the advertisement.

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TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: ADVERTISING/TV254ST WB (03/11)

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
680 Blair Mill Rd. 215-902-8444 [Phone]  
Horsham, PA 19044 215-902-8813 [FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
185 Asylum Street Group Code: 707 Company Type: Life and Health  
Hartford, CT 06103 Group Name: State ID Number:  
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation: per component, 1 component  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	04/05/2011	46251435

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*Product Name:* GROUP MEDICARE SUPPLEMENT  
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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/12/2011	04/12/2011

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## Disposition

Disposition Date: 04/12/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UHLC-127110867</i>	<i>State:</i>	<i>Arkansas</i>
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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	DRTV Script	Filed-Closed	Yes

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## Form Schedule

### Lead Form Number: TV254ST WB (03/11)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/12/2011	TV254ST WB (03/11)	Advertising	DRTV Script	Initial		45.000	TV254ST WB (03.11).pdf

VIDEO	AUDIO
<p>1. Open spot with graphic supers:</p> <p><b>SUPER:</b>  MEDICARE  It doesn't cover everything</p> <p><b>SUPER:</b>  (hold throughout)  Free Guide  Call or visit us online  [1-XXX-XXX-XXXX]</p> <p>(appears in beginning of spot)  Call Toll-Free TTY 711  (then replaced for remainder of spot)  MyMedicareKit.com</p> <p><b>Component Code:</b>  TV254ST WB (03/11)</p> <p>2. 'MEDICARE' super drops down over the words 'It doesn't cover everything'</p> <p><b>SUPER:</b>  everything</p> <p>3. The word 'EVERYTHING' moves forward and slides past the camera until the type is gone.</p>	<p><b>AVO:</b></p> <p>Medicare...</p> <p><b>AVO:</b></p> <p>It doesn't cover everything.</p> <p><b>AVO:</b></p> <p>And what it doesn't cover can cost you some money.</p>

VIDEO	AUDIO
<p>4. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans (logo)</p> <p><b>LEGAL:</b>  <b>This is a solicitation of insurance.</b>  <b>An agent/producer may contact you.</b>  AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.</p> <p>5. Logo grows larger.</p> <p><b>LEGAL:</b>  <b>This is a solicitation of insurance.</b>  <b>An agent/producer may contact you.</b>  AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.</p>	<p><b>AVO:</b></p> <p>That's why you should consider...</p> <p><b>AVO:</b></p> <p>...an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company.</p>



VIDEO	AUDIO
<p>6. Previous scene is covered by grey bar emerging from bottom of screen with</p> <p><b>SUPER:</b> Save Up To Thousands Of Dollars*</p> <p><b>LEGAL:</b> *Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2010. <a href="http://www.medpac.gov/documents/Jun10DataBookEntireReport.pdf">http://www.medpac.gov/documents/Jun10DataBookEntireReport.pdf</a> (4 Oct, 2010) p. 16.</p> <p>7. Previous scene moves left revealing brochure with</p> <p><b>SUPER:</b> Free Information Kit and Medicare Guide</p> <p><b>LEGAL:</b> In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p><b>AVO:</b></p> <p>All Medicare Supplement insurance plans can help pay some of what Medicare doesn't, so you could save up to thousands of dollars in out of pocket expenses.</p> <p><b>AVO:</b></p> <p>Call now or visit us online at <a href="http://MyMedicareKit.com">MyMedicareKit.com</a> for this free information kit and Medicare guide.</p> <p>If you're turning 65 or you're already on Medicare...</p>

VIDEO	AUDIO
<p>8. Cut to AARP Medicare Supplement Insurance Plans card. Card moves toward camera and to the right until almost off screen.</p> <p><b>LEGAL:</b> The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and it's members. Neither AARP nor its affiliate is the insurer.</p>	<p><b>AVO:</b></p> <p>...you should know about this card—it's the only one of its kind...</p>
<p>9. Card moves off screen revealing new scene from left side of frame.</p>	<p><b>AVO:</b></p> <p>...endorsed by AARP.</p>
<p>10. <b>SUPER:</b> All Medicare Supplement plans let you: keep your doctor</p> <p><b>LEGAL:</b> Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</p>	<p><b>AVO:</b></p> <p>All Medicare Supplement plans let you keep your own doctor,</p>

VIDEO	AUDIO
<p>11. <b>SUPER:</b> All Medicare Supplement plans let you: keep your doctor keep your hospital</p> <p><b>LEGAL:</b> Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</p>	<p><b>AVO:</b></p> <p>or hospital that accepts Medicare patients,</p>
<p>12. <b>SUPER:</b> Save Up To Thousands Of Dollars</p> <p><b>LEGAL:</b> Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).</p>	<p><b>AVO:</b></p> <p>...and can help you save up to thousands of dollars in out of pocket expenses.</p>
<p>13. <b>SUPER:</b> No Networks No Referrals Needed fills frame and slides past camera.</p>	
<p>14. <b>SUPER:</b> No Networks No Referrals Needed</p>	<p><b>AVO:</b></p> <p>Plus, there are no networks and no referrals needed.</p>

VIDEO	AUDIO
<p>15. Grey bar drops down revealing AARP Medicare Supplement Plans (logo)</p> <p>16. Brochure slides in.</p> <p><b>SUPER:</b> Free Information Kit and Medicare Guide</p> <p>AARP Medicare Supplement Plans (logo)</p> <p>CALL TOLL-FREE [1-XXX-XXX-XXXX] TTY 711 MyMedicareKit.com</p> <p><b>LEGAL:</b> AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.</p> <p><b>Component Code:</b> TV254ST WB (03/11)</p>	<p><b>AVO:</b></p> <p>To learn more about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company...</p> <p><b>AVO:</b></p> <p>...call now or visit MyMedicareKit.com for this free information kit, and Medicare Guide.</p>